



Permit #F00029664

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00029664**Type of Permit:** FILMING**Release Date:** 07/20/2010**Production Company** SERIAL PICTURES LLC**Producer** Dawn Iacino**Insured Company Name** SERIAL PICTURES LLC**Director** Sam Bayer

Contact Phone No. 1 310-558-3667

1st AD Paul Norman

Contact Phone No. 2

Production Manager Sparky Pomeroy

Fax

Address 3532 HAYDEN AVE
CULVER CITY, California 90232**FilmL.A. Coordinator** Asia Robinson**Production Title** VERIZON NFL**Location Manager** John Rizzi**Type of Production** Commercial - Standard

Primary Phone Office - 310-558-6244

Secondary Phone Office - 310-729-3368

Location Assistant na na

Primary Phone Office - 000-000-0000

Secondary Phone

Fees

Notification Charge \$155.00

Total Permit Fee \$11,619.00

FILMLA FILM APPLICATION FEE \$625.00

Number of Locations 2

LA CITY DEPT OF REC AND PARKS - FILM USE FEE \$450.00

LA CITY DEPT OF REC AND PARKS PARK MONITOR FEE \$722.00

LA CITY FIRE SAFETY OFFICER \$1,152.00

LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE \$85.00

LAUSD DEPOSIT \$1,000.00

LAUSD REGULAR FILMING USE FEE \$6,200.00

LAUSD CUSTODIAL FEES \$930.00

LA CITY DEPT OF REC AND PARKS CREW PARKING 16 VEHICLES AND UP \$300.00



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Permit Number	F00029664	Location Manager	John Rizzi		
Production Company	SERIAL PICTURES LLC	Primary Phone	Office - 310-558-6244		
Insured Company	SERIAL PICTURES LLC	Secondary Phone	Office - 310-729-3368		
Production Title	VERIZON NFL				
Location Address	4000 Monterey Rd, Los Angeles, CA, 90032				
Location Name	ERNEST E DEBS REGIONAL PARK				
Location Type	Park				
Location Description	ERNEST E DEBS REGIONAL PARK				
Prep Dates	7/21/2010 - 7/21/2010 14:00 - 20:00				
Film Dates	7/21/2010 - 7/21/2010 20:00 - 07:00				
Open or Closed to the Public	Open				
Generic Conditions	All vehicles must be parked on private property Community Survey Obtained Must comply with attached Rec & Park Conditions Must Maintain 5' Clearance on Sidewalks/Walkways No Cast and Crew parking on areas streets. No interference with vehicular or pedestrian traffic				
Please see attached documents	Serial Pict CFO Diane Janeke823.pdf Microsoft Word - Ernest Debs.pdf Microsoft Word - Hermon Dog Park.pdf				
Equipment on Location	Type	Quantity	Personnel on Location	Type	Quantity
	5 or 10 ton trucks	4		Cast	15
	Cast/Crew vehicles	70		Crew	65
	Condors	1		LA City UFSO	25754
	Cranes	1		assigned	
	Cube Trucks	8		Rec & Park Monitor	1
	Generator	1		required	
	Honey Wagons	2			
	Motor Homes	2			
	Vans	4			
Filming Activities	Equipment on property; Exterior Dialogue; Exterior football scenes in forest and north end of parking lot. Snow & smoke FX. Crane on property. ; 200 snow candles. ; Reservation # 30192;				
Special Effects:	F/X Permit # 14658				
Type	No. Times Per Day	No. Takes Per Take			
Description of F/X Scene: 200 SNOW CANDLES.					
Jurisdiction	Political: Los Angeles City - Council District 14	Police: Los Angeles Police Department	Fire: Los Angeles City		
Thomas Guide	Page: 595	Grid: C4			
Approvals	LOS ANGELES CITY FIRE DEPARTMENT - FILM UNIT				Veronica Jaimez



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LOS ANGELES POLICE DEPARTMENT

Raymond Garvin

LOS ANGELES CITY DEPARTMENT OF REC & PARKS - FILM OFFICE

Lincy Lazo

Coordinator Note ONE PARK MONITOR REQUIRED FOR PREP 1400-2000 HRS.

ONE PARK MONITOR REQUIRED FOR FILMING 2000-0700 HRS

Coordinator Note UFSD REQUIRED 1400-0700 HRS FOR PREP & FILMING ACTIVITY**Parking Base Camp**

Location Type : Location

Crew Parking

Location Type : LA City Parking lot

Street : HERMON DOG PARK/ARROYO SECO DOG PARK



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Production Title	VERIZON NFL																																		
Location Address	17000 Haynes St, Los Angeles, CA, 91406																																		
Location Name	BIRMINGHAM SENIOR HIGH SCHOOL																																		
Location Type	School																																		
Location Description	LOS ANGELES UNIFIED SCHOOL DISTRICT																																		
Film Dates	7/22/2010 - 7/23/2010 15:00 - 06:00																																		
Open or Closed to the Public	Open																																		
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Thomas Guide	Page: 531	Grid: C6																																	
Approvals	LOS ANGELES POLICE DEPARTMENT LOS ANGELES CITY DEPARTMENT OF PUBLIC WORKS		Raymond Garvin Sharon Chun																																
Coordinator Note	WALKTHRU APPROVED BY INSP. ROTH																																		
Parking	Base Camp Location Type : Location	Crew Parking Location Type : Location																																	
Lane / Full Closure	CLOSURE CANCELED																																		
Approximate Footage	0 - 300																																		



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**Appointment of Film Permits Unlimited, Inc.
As Authorized Agent and representative**

I certify that I am a representative of Serial Pictures LLC ("Principal") and am authorized to enter into binding contractual agreements on it's behalf. I further certify that I am authorized by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Film Permits Unlimited, Inc. and it's employees and agents ("FPU") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal through Film LA, Inc., any city and county, or through any other jurisdiction: to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and /or community guidelines applicable to any such permit); and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or incidental to any permit or rider issued to Principal signed by an employee or agent of (including any coordinator, runner or messenger used by) FPU. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints FPU as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including Film LA, Inc. and any city county or other jurisdiction) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for all purposes. The appointment may be revoked by Principal at any time in writing, but in any case, shall expire one (1) year from the date of execution set forth below.

*division of
Anonymous Content*

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint FPU as agent for Principal, and based upon that authority I hereby appoint FPU as Principal's agent as set forth herein.

Dated: 5/26/2010

Steve Cohen Serial Pictures
Name of Principal

By: [Signature]
Representative's Signature

Diane Janicki
Print Representative's Name

CFO
Representative's title

3532 HAYDEN AVE
Culver City, 90230
Principal's Address

310-558-6000
Principal's Telephone

Film Permits Unlimited, Inc.

Phone (818) 347-9929

Fax (818) 347-9784

Please sign and fax back

Principal = Name of Company



PARK FILM OFFICE

City of Los Angeles, Department of Recreation and Parks
 4730 Crystal Springs Drive, (Mail Stop 664)
 Los Angeles, California 90027
 Telephone: (323) 644-6220 Fax: (213) 847-6056

Film Production Guidelines

Failure to comply with these conditions will be in violation of your film permit and may result in revocation of permit.

Welcome to the City of Los Angeles, Department of Recreation and Parks (Department). In our partnership to protect the environmental integrity of our parks the Park Film Office is providing guidelines to ensure a safe and successful film shoot. Please review and provide copies of these guidelines to the appropriate responsible persons. Thank you for the continuous use of our parkland.

- NO vehicles or heavy equipment allowed on turf unless OK by PFO.
- MUST remove all self-generated trash.
- Use of City dumpsters or trashcans is prohibited.
- MUST work around park activities. NO exclusive use of park.
- MAY NOT block service roads, driveways, or parking lot access.
- MAY NOT park in handicap or electric vehicle parking stalls.
- NO alterations to park property unless otherwise approved by PFO.
- Company must provide own gate or overnight security.
- NO staking or drilling into turf, rocks, trees, or asphalted areas.
- MUST use water barrels or sandbags for tent set-up.
- MUST provide own restroom facilities.
- MUST restore alterations or damages to original or better.
- Smoking is only allowed in designated areas specified by the Park Monitor or Fireman on-site.
- If a monitor or Fireman is not assigned, a designated location must be established by the Location Manager with cigarette disposal containers in place.
- The designated smoking area cannot be near any patron activity. No exceptions.
- The designated area may be revoked or not allowed at all depending on weather and location conditions.
- Failure to comply with these restrictions may result in a fine.
- MUST adhere to Monitors instructions at all times. Monitor's instructions or judgment may override written guidelines.

- Must use plywood to protect turf and grass at monitor's discretion.
- Company must maintain safe path for walkers.
- May not cut any dead branches, dead or alive.
- Gate leading to pond area must be closed or monitored at all times.
- Must allow maintenance access thru all areas of the park, lower and upper pond areas.
- May not block access road leading up to pond at any time.
- Must allow maintenance vehicles and personnel up road to pond.
- OK to film in woodsy areas on either side of road leading up to pond.
- Must hand cart or carry all equipment into woodsy area. May not drive any vehicles at any time into the woodsy area.
- OK to cater in the grassy area with tents set up.

F-29664

**Serial Pictures – Verizon NFL
(ERNEST E. DEBS)**



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- Vehicles and/or heavy equipment are not allowed on turf areas unless prior approval is given by the Park Film Office.
- Production companies must provide their own restroom and trash receptacles. The City dumpsters and trash cans cannot be used so all self-generated trash has to be removed and disposed of off-site.
- Film permits do not provide exclusive use of a park or recreation area.
- Service roads, parking lot driveway access, handicap or electric vehicle designated parking stalls may not be blocked or restricted. Emergency vehicle access lanes must be maintained in parking lots and park streets at all times.
- Due to underground plastic irrigation lines and trees having shallow root systems, staking or drilling into turf, rocks, trees or asphalted areas is not permissible unless prior approval is given by the Park Film Office. This approval will be noted in the permitted guidelines.
- Locked park gates can only be accessed by a Park Film Office Monitor. Security of open gates must be provided by the permitted company. Any equipment that is permitted to stay overnight must be guarded by the permitted company's security group.
- Alterations to natural or manmade surroundings or content of the park are not permissible unless documented in these specific guidelines. The permit holder is financially responsible for all remediation should there be any damage or unauthorized alteration to Department property. The remediation and cost of will be determined by the Park Film Office.

- A Park Film Office Monitor(s) may be assigned to the permitted location. Their job is to ensure guidelines are followed, liaison between park patrons, other City employees and a communication link between Permittee and the Park Film Office for any additional needs or authorizations. When the Park Film Office is closed the Park Film Monitor has the authority and responsibility to modify these guidelines within the parameters given to them by their supervisor. The Park Film Monitor has access 24/7 to contact their supervisors if needed. The Permittee will be required to adhere to the instructions, restrictions and requests given by the Park Film Monitor.
- Smoking is prohibited on all Department properties. An exception has been made for permitted film production companies to smoke in areas that are designated by the Fire Safety Officer or Park Film Monitor. If a Fire Safety Officer or Park Film Monitor is not assigned to the Permittee there will be no smoking with the exception of an actor smoking while performing or as part of the scene.
- A designated smoking area may not be near any patron activity or facility. Large buckets of sand or water must be placed in this area for disposal of tobacco or tobacco related products. The designated smoking area may be revoked or not allowed depending on weather and location conditions. Failure to comply with the smoking restrictions may result in a fine.
- OK to crew park at Hermon Park parking lot.
- Co. does not have exclusive use of lot.
- Company may not restrict or block access to parking lot at any time.

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**Serial Pictures – Verizon NFL
(HERMON PARK – Arroyo Seco Dog Park)**